

## **BLOOMFIELD TOWN COUNCIL**

### **GOLF SUBCOMMITTEE**

There was a regular meeting of the above referenced subcommittee held on Monday, November 23, 2015 at 6:00 p.m. in Conference Room #5, Bloomfield Town Hall, 800 Bloomfield Avenue, Bloomfield, CT.

Committee members present were: Councilors Rivers, Merritt, Seldon, Jon Colman, Ciaran Carr, Abraham Ford, Brad Klein, Ryan Phelps, Mark Mansur

Also present were: Philip K. Schenck, Jr., Town Manager, David Melesko, Director of Leisure Services and India Rodgers, Clerk of Council

Absent was: Byron Lester

The meeting was called to order at 6:05 p.m.

### **APPROVAL OF MINUTES**

It was moved by Councilor Merritt, seconded by Councilor Rivers and voted unanimously to approve the minutes of October 26, 2015.

### **PUBLIC COMMENT**

A resident wrote a letter to Mayor Joan Gamble inquiring about the senior resident pass holder rate at the golf course.

### **STATUS OF PROPERTY**

#### **October 2015 Monthly Review**

Mr. Ciaran Carr, General Manager of Wintonbury Hills Golf Course gave a brief financial review for October 2015. At the end of October 2015, the operating cash reserve was approximately \$505,000.

It has been a very successful year including the month of October. Management stated that the revenue at the course made budget by approximately \$41,000. This amount is reflective in early pass holder renewals including an extra pass and additional range credits as a generous incentive. Revenues have increased \$63,000 over prior year, with \$49,000 ahead in income prior year for the month of October and \$96,000 for prior year.

Pass holders rounds are down due to changes with twilight rates. The course over 30,000 in rounds for year and on budget.

Expenses have increased by \$16,000 in utilities and made efforts towards going “green” and implementing more energy efficiency standards.

The golf shop inventory shop is the lowest it has been in the past few years. The shop has approximately \$51,000 in merchandise and \$9,000 in yardage bucks. The shop is also offering a fall sale and the Men’s Club Gift Card redemption. Currently, there are specials of 40% off selected merchandise. The Men’s Club must use

credits from the same season with no carryover. It was noted that there is limited female merchandise in the store.

The course has savings in expenses with maintenance, however an increase of \$16,000 for utility services through Eversource for prior year.

In addition, management created a Membership Only Calendar accessible on the website that will list all booked events.

### **Course Maintenance**

Mr. Mark Mansur, Course Superintendent and his team finished aeration of the greens in October. Aeration is typically done during this time of season for businesses purposes in maintaining the pace of play and revenue stream. It was noted that tees were aerated twice this Fall. Another reason why aeration is done in the Fall is the germination of poa and seed head development has a shorter window span as an invasive species.

It was noted that there is a need to replace nylon mat and range shed. The current range shed has dry rot and smaller doorways that may not be ADA compliant. Mr. Mansur continues to work on getting cost estimates for replacement. The goal is to plan for Spring installation if possible.

There is an opportunity for limited grass range, which could be very labor intensive to maintain in replacing divots. Due to the size, this area could not handle 30,000 rounds per year. Mr. Mansur may consider a new poly blend mat of 15 foot wide. The maintenance crew would stagger placement of this mat on a weekly basis.

Some trees were cleared between Holes #13 & #14, to keep air moving and flowing on the two fairways. Maintenance also completed tree and sap removal on the 14<sup>th</sup> fairway. The tree on Hole #8 was removed due to Dutch Elm Disease. Mr. Mansur is looking to replace this tree with a smaller version for approximately \$3,000 to \$5,000.

### **Marketing**

Management issued an e-mail blast promoting annual pass holder renewals. If golfers sign up prior to October 31<sup>st</sup>, they would be eligible to receive 4 free rounds of golf and \$75 extra range credit. This blast will also include information regarding new Fall season rates.

### **OTHER BUSINESS**

#### **Rates**

Mr. Carr gave a brief background overview regarding the decision to eliminate the weekday rate and make it a 7 day pass. There is currently a Senior Resident rate and non-resident senior rate. In addition, there is also a full pass for residents and non-residents. This verbiage was added to the Annual Pass Agreement.

In 2015 Golf Pass for Seniors - \$51.00, Senior Resident - \$35.00. The passes are geared to award players who play more often. Annual Pass holder is \$1600 for senior resident individual and \$2000 for a non-resident individual.

BCBG are not making an additional profit. There were some seniors complaining that another BCBG courses do things differently than Wintonbury and comparing pricing policies.

All business owners and those who pay taxes in town are entitled to a business memberships.

### **Capital Improvement Budget**

Mr. Melesko mentioned that there is approximately \$50,000 budgeted for architectural services to review possible design plans for a banquet facility, clubhouse amenities, parking lot and range shed. There is an initial focus on design and project scope instead of the financial plan. BCBG is willing to assist where necessary. Management will also consider landscaping around maintenance building.

Mr. Philip K. Schenck, Jr., Town Manager mentioned public-private partnership as an option for alternative financing with Billy Casper Golf and the Town of Bloomfield.

### **ADJOURNMENT**

It was moved by Councilor Merritt, seconded by Councilor Rivers and voted unanimously to adjourn the meeting at 6:50 p.m.